



Southwest Energy Efficiency Project

Saving Money and Reducing Pollution through Energy Conservation

PRESS RELEASE

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For Further Information Contact:

Mark Ruzzin, SWEEP: 303/447-0078, x3

Patty Crow, EPA: 303/312-6464

Linda Smith, OEMC: 303/894-2383, x1203

Joe Havey, Denver Place: 303/312-3918

ENERGY SAVINGS JUST A CLICK AWAY New Website – *Energy Efficiency Guide for Colorado Businesses* – Targeted to Commercial and Industrial Enterprises

(Boulder, CO) -- The Southwest Energy Efficiency Project (SWEEP), a non-profit public interest organization promoting energy efficiency in the Southwest, announced today its development of an internet-based information resource that will assist Colorado businesses in reducing their use of energy and lowering their energy bills. The *Energy Efficiency Guide for Colorado Businesses*, found online at www.ColoradoEfficiencyGuide.com, has been developed by SWEEP with funding from the Colorado Governor's Office of Energy Management and Conservation (OEMC) and the U.S. Environmental Protection Agency Region 8 office.

“The *Energy Efficiency Guide for Colorado Businesses* is a concise, practical resource for businesses that are interested in pursuing energy efficiency improvements, but may not know what to do or where to go for help,” said Howard Geller, SWEEP's Executive Director. “The *Guide* will help businesses do the right thing, for both their bottom lines and for our environment.”

Targeted to business and facility owners and managers, the aim of the *Energy Efficiency Guide for Colorado Businesses* is to point out opportunities for Colorado businesses to improve the energy efficiency of their buildings and operations, and help businesses obtain assistance in identifying and implementing energy efficiency projects. “We face the constant challenge of informing the public about the variety of energy efficiency programs that are offered,” stated Patty Crow, EPA Region 8 ENERGY STAR[®] Program Manager. “The *Energy Efficiency Guide for Colorado Businesses* will fill a real need by connecting the business community to the opportunities that are out there for saving energy.”

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The primary components of the *Guide* include:

- An **introduction to energy efficiency** and why business should pursue energy efficiency.
- **Energy efficiency recommendations** for 13 commercial and industrial business sectors.
- **Descriptions of the most practical and cost-effective energy efficiency measures** and how they can work to reduce energy costs.
- **Descriptions of government- and utility-sponsored energy efficiency programs** that offer technical and/or financial assistance to Colorado businesses.
- **Profiles of the energy service companies (ESCOs)** operating in the state. ESCOs design, install, maintain, and in many cases finance energy retrofit and upgrade projects to improve the energy efficiency of buildings and facilities.
- **Case studies** of energy retrofit projects and **internet links** for more detailed research.

“This combination of information and resources will help all businesses identify effective actions that they can take to save energy—and help them get it done,” said Linda Smith, the OEMC’s Senior Program Manager for Rebuild Colorado. “When businesses can expect their energy bills to climb by 80% or more, this resource could not be timelier.”

The *Energy Efficiency Guide for Colorado Businesses* contains detailed descriptions of the energy service companies (ESCOs) operating in Colorado. ESCOs can help businesses implement energy efficiency retrofit projects through a tool called performance contracting, which enables energy efficiency projects to pay for themselves through the energy savings they generate. Oftentimes these projects require no up-front financial investment. The *Guide* also includes a number of case studies that describe how Colorado businesses have taken their energy future into their own hands and the savings they have achieved.

“It’s a lot easier for me to face increasing energy costs knowing that we’ve worked hard to make our facility energy-efficient,” said Joe Havey, Vice-President of Operations for the 2.5 million square foot Denver Place project in downtown Denver. “Businesses should be pursuing energy efficiency now more than ever because it makes good business sense—I don’t know of many businesses that can afford to throw money out the window through energy waste, especially in these challenging economic times.”

Visit the *Energy Efficiency Guide for Colorado Businesses* at www.ColoradoEfficiencyGuide.com.

About SWEEP: The Southwest Energy Efficiency Project (SWEEP) is a public interest organization dedicated to advancing energy efficiency in Arizona, Colorado, Nevada, New Mexico, Utah, and Wyoming. For more information, visit the SWEEP website at www.swenergy.org.